

**OFFICE OF THE GOVERNOR**  
**Governor Terry E. Branstad ★ Lt. Governor Kim Reynolds**

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Contact: Ashley Jared, Iowa Finance Authority, 515-725-4934

**Branstad, Reynolds Administration Announce Iowa  
Homeownership Month Campaign: “2,500 Bucks”**

*Homeownership Month Campaign Aims to Spur Awareness of Homeownership Benefits, Resources*

(DES MOINES) – Today, the Branstad, Reynolds Administration announced an innovative homeownership month campaign hosted by the Iowa Finance Authority, Iowa Association of REALTORS® and the Iowa Mortgage Association, at their regular weekly press conference. The **2,500 Bucks** campaign encourages Iowa home buyers to visit [IowaHouseHunt.com](http://IowaHouseHunt.com) throughout the month of June to learn about all aspects of purchasing a home in Iowa, including a \$2,500 down payment assistance grant and a chance to win \$2,500.

To participate in the *2,500 Bucks* campaign, Iowans should visit [IowaHouseHunt.com](http://IowaHouseHunt.com) May 23-July 4 to enter the sweepstakes for \$2,500. They can receive another entry by submitting a photo of themselves and an item symbolizing their favorite term for “money” to use when describing \$2,500, whether it’s 2,500 bucks, clams or George Washingtons.

“The real estate industry is a key economic driver in Iowa,” said Governor Branstad. “Iowa has the fifth highest homeownership rate in the nation and the current housing market is strong. This homeownership month campaign uses a fun approach to help ensure Iowa home buyers are aware of all of the resources available to them, while offering them a chance to win by participating.”

“Homeownership in Iowa is strong at 72.8 percent, compared to the national average of 63.6 percent in the first quarter of 2016,” said Lt. Governor Reynolds. “The goal of the *2,500 Bucks* campaign is to educate Iowa home buyers about the complex home buying process and connect them with local lenders and Realtors in their communities.”

“The Iowa Finance Authority offers many resources to assist Iowa home buyers and this initiative is a fun way to talk about the 2,500 grant and other programs available to assist home buyers throughout homeownership month in June,” said Iowa Finance Authority Executive Director Dave Jamison.

“Iowa home sales are up... and so is the competition for the homes for sale,” said John Dunn, President of the Des Moines Area Association of REALTORS®. “The inventory of homes for sale statewide is down nearly 18 percent from last year, which means home buyers need to be fully prepared to move quickly once they find the home they’re looking for – the *2,500 Bucks* initiative will help them to know what to expect.”

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